



Strategic Recruitment:

Do you know where to find and attract the right talent?

Presenter

Tracy Orrison

Tracy.Orrison@opm.gov

USAJOBS Deputy Program Manager
Office of Personnel Management

Job Opportunity Announcement (JOA) Mythbuster

MYTH:

**I can ONLY post my announcement on USAJOBS
Public Notice = Recruitment**

FACT:

Agencies are encouraged to actively recruit talent from a variety of sources in addition to USAJOBS for competitive positions. Agencies should assess who and where to recruit, as well as, provide relevant and creative content within the JOA to attract the right talent.



Strategic Recruitment

Efficient recruitment requires development and delivery of customized messages, and a good understanding of how different recruitment strategies can attract a ***high quality, diverse applicant pool***. Choosing the wrong strategy may produce too many or too few applications.

Developing a recruitment strategy may include:

1. A strategic partnership between HR and hiring managers to identify recruitment needs.
2. Analyzing the future demands of your agency's workforce and identifying appropriate occupations, competency requirements, and hiring strategies.
3. Researching the labor market and designing your message and corporate image.
4. Establishing and maintaining relationships with the best sources of applicants for your workforce (e.g., colleges/universities, technical and trade schools, professional associations).





JOA – Applicants' Perceptions

Applicants do not understand:

- if they qualify for the position
- the difference between eligibility and qualification
- the duties of the position
- that the questionnaire is different from the job description on the job announcement
- why it is so difficult to find and match their qualifications with relevant jobs



The Challenge

Provide the means to
describe the “ideal candidate”
so that job seekers can
find the right match.



JOA – Get Creative

Here are some tips for creating a quality job announcement:



- “Sell” the depth and/or breadth of the mission the position will support.
- Conduct research on how industry (both federal and private sector) recruits for the position.
- Provide a realistic job preview:
 - Provide examples of work products.
 - Add video content if applicable (“day in the life” videos).
- Develop compelling outreach mechanisms:
 - Utilize social media to market positions.
 - Use niche group and diversity websites to advertise.



JOB SEEKER / APPLICANT EXPERIENCE

Next Generation Vision

Federal Career Site

EXPLORE

I am:

I want to focus on:



Find and Apply

Recruit



Match Talent to Jobs



Visual Cues to Apply



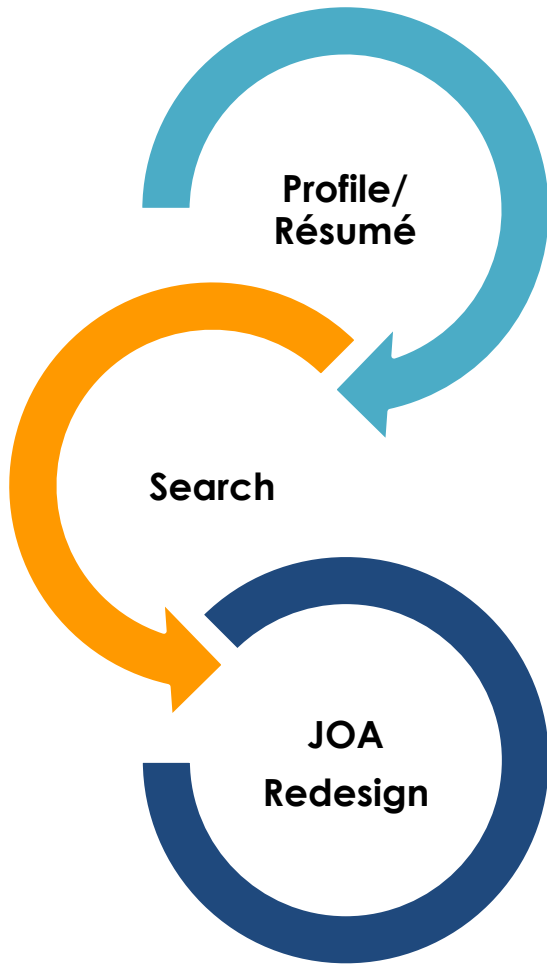
My Account

Foundation for
personalized
experience





USAJOBS is Transforming to Better Serve You



- Allow applicant to showcase oneself
 - Parse data
 - Skills
 - Competencies
 - Determine eligibility
-
- Improve search technology
 - Leverage user data to inform search results
 - Implement matching algorithms
-
- Understand how agencies use JOAs
 - Replace content
 - Plain Language
 - Describe “ideal candidate”



5-Step Application Process

Release Date: February 20

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USAJOBS

Michelle Help Search

Applying to:
Commissioner, Technology T...
Immediate Office of the Admin...
Closes 7/25/2016
[Who may apply](#)

- 1** Select Resume
- 2 Select Documents
- 3 Review Package
- 4 Include Personal Info
- 5 Continue Application with Agency




Select Resume

Instructions

Select the resume that you want to submit as part of your application. You cannot progress to the next step until you select a resume. You can only submit one resume.

If the resume you want to submit is not displayed, select "Add Resume" to either upload a new resume or to create one using USAJOBS Resume Builder. Any resume you upload, create or delete will automatically be reflected in your account. USAJOBS stores up to five resumes, so you may need to delete an existing resume to upload or build a new one.

Your Resumes ^{*(Required)}

 Michelle ...resume 1 Uploaded 6/6/2012 View Delete	 CFPB Resume Uploaded 6/8/2015 View Delete	 SES Resume Uploaded 7/1/2015 View Delete
--	---	--

Required Documents

Acceptable Formats

Uploaded resumes must be less than 3MB and in one of the following document formats: GIF, JPG, JPEG, PNG, RTF, PDF or Word (DOC or DOCX).

Do Not Include in Resume

- Classified information
- Social Security Number (SSN)
- Photos of yourself
- Personal or sensitive information
- Encrypted and digitally signed documents

Helpful Links

- [Sample Resume](#)
- [What to Include](#)

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USAJOBS

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Immediate Office of the Admin...
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Your Resumes ^{*(Required)}





Help Center

An official website of the United States Government

USAJOBS

Michelle

Help

Search

Help Center

Search

Welcome to the Help Center for USAJOBS.



FAQs

Frequently asked questions on a broad range of topics related to the Federal hiring process. This section answers questions such as:

[How does the application process work?](#)

[What is a series or grade?](#)

[What should I include in my resume?](#)

[Which jobs am I eligible to apply for?](#)

[View this section >](#)



How to...

How to complete any task on USAJOBS, step by step. This section includes help on...

[How to create an application](#)

[How to create a resume](#)

[How to reset your password](#)

[How to search](#)

[View this section >](#)



Working in Government

What is it like to work within the United States Government? Find out more in this section which includes information on:

[Appointments](#)

[Benefits](#)

[Pay & Leave](#)

[Service](#)

[View this section >](#)

Release Date: May 6

Explore Unique Hiring Paths

Hiring authorities are a way for the Federal Government to hire individuals who may fall under one of the following groups of people, including:



I'm a current/former Federal employee

You may be eligible for a merit promotion.



I'm a Veteran

You may be eligible for Veterans' Preference, as well as other veteran specific hiring options.



I'm a Student/recent graduate

The Pathways Program offers federal internship and employment opportunities.



I'm a Senior Executive

You may be eligible for a SES position if you meet the five Executive Core Qualifications (ECQs).



I'm a Former Overseas Employee

You may be eligible to be hired directly for jobs in the competitive service.



Profile: Dashboard screens

Release Date: August 20

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USAJOBS

Matthew Help Search

Keywords: Job title, Skills, Agency Location: City, State, ZIP, or Country Search

Welcome Matthew [Sign Out](#)
Your profile is complete and you're able to apply for jobs on USAJOBS.

Profile Complete

1 APPLICATION **1 SAVED JOB** **1 SAVED SEARCH**

Active Archived

Filter by Application Status +

Sort by Last updated Notifications

Registered Nurse (Operating Room)
VETERANS AFFAIRS, VETERANS HEALTH ADMINISTRATION
San Francisco, California
Closes 4/1/2017
In Progress
Last updated 5/24/2016

[Export all applications](#)

[Return to top](#)

Job Applications

All
Advancing
Paused

Account

Home
Profile
Documents

Help

Help Center
About USAJOBS
Contact Us

Registered Nurse (Operating Room)

VETERANS AFFAIRS, VETERANS HEALTH ADMINISTRATION

San Francisco, California

Closes 4/1/2017

In Progress

Last updated 5/24/2016

Application Status

In Progress

Application In Progress

Work Schedule

Full-Time - Permanent

Series & Grade

VN-0610-00

Salary Range

\$79,719.00 to \$135,844.00 / Per Year

<http://usajobs.github.io/american-discovery-trail/signed-in/home/>



Revised Landing

Release Date: September 10

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USAJOBS

Sign In Help Search

Keywords Location

Job title, Skills, Agency City, State, ZIP, or Country

Search



SHAPE AMERICA'S FUTURE

Find your fit in the federal government

Create Profile

Create a USAJOBS Profile Federal Application Process Federal Hiring Myths

Create a USAJOBS Profile



Save your favorite searches

Save your searches and get them delivered by email on a recurring basis.



Store your resumes and documents

Store up to 5 resumes and 10 supporting documents in USAJOBS.



Have the ability to apply for jobs

Account holders can proceed to submit an application.



Make your resume visible to agencies

Add a resume to a database that is searchable by agency HR Specialists and Hiring Managers.

Create Profile

or Sign In



SHAPE AMERICA'S FUTURE

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Create a USAJOBS Profile -

Create a USAJOBS Profile



Save your favorite searches

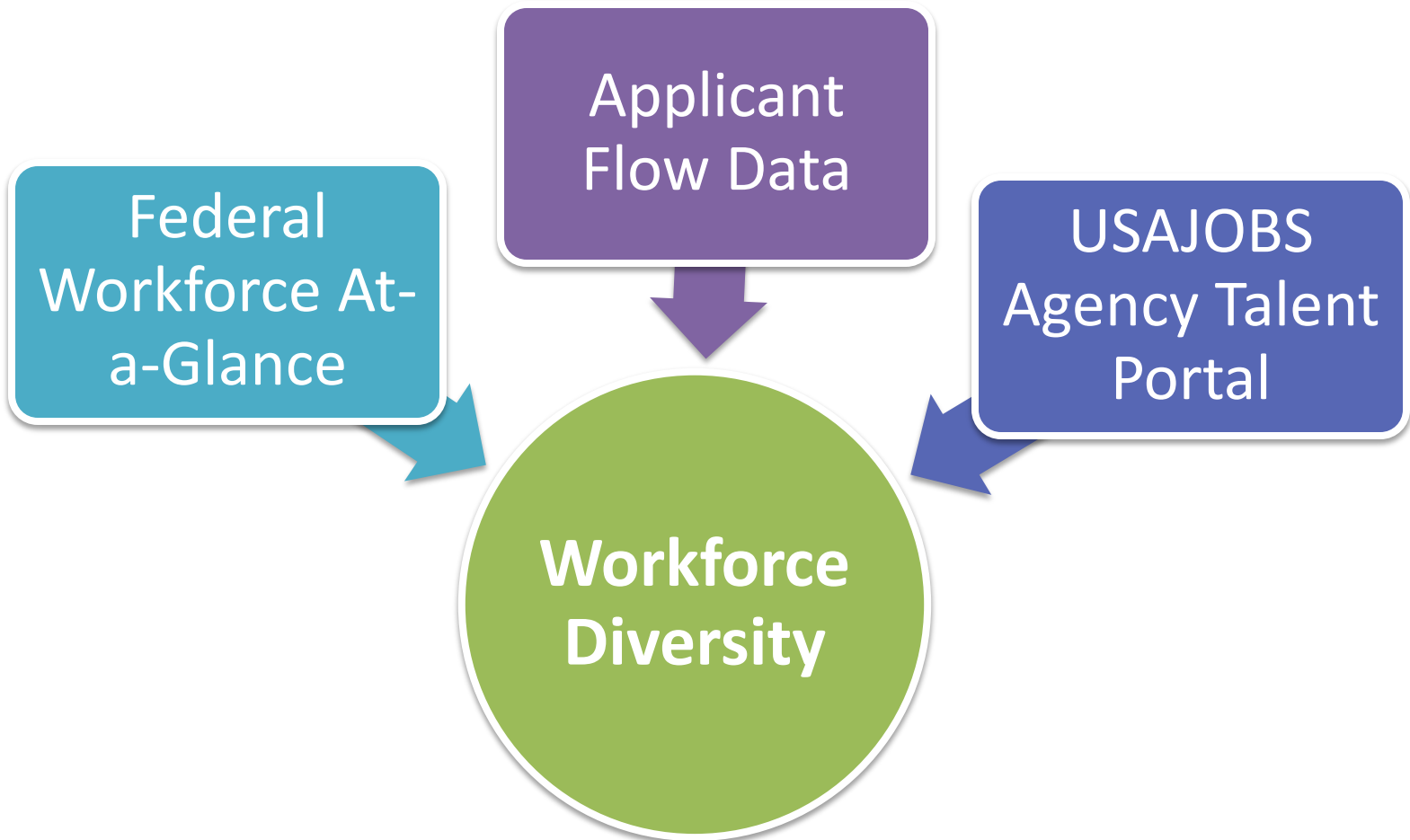
Save your searches and get them delivered by email on a recurring basis.



<http://usajobs.github.io/american-discovery-trail/signed-out/home/>



Smarter Recruitment with Data-Driven Diversity





Federal Workforce At-a-Glance

Federal Workforce At-a-Glance Inclusion Metrics

Inclusion

Fostering inclusive work environments and realizing the full potential of our workforce's diversity requires agencies to employ effective management practices. To that end, the Office of Diversity and Inclusion has recently developed a set of change management tools to supplement the inclusion index. The index and tools, referred to jointly as the New Inclusion Quotient (The New IQ) will arm agencies with instruments and practices necessary to support diversity and inclusion more fully. In addition, OPM will continue to promote proven practices in using all workforce data to inform everyday support diversity and inclusion in the workplace.



<https://www.opm.gov/policy-data-oversight/diversity-and-inclusion/federal-workforce-at-a-glance/>

The New IQ scores are calculated using a subset of 20 questions from the Employment Measurement Survey (EMS). This metric is separated into several factors or 'inclusive habits': Fair, Open, Cooperative, Supportive, Empowering. Research confirms that workplace inclusion is a contributing factor to employee engagement and organizational performance. One of the major issues facing organizations and the federal government in regard to inclusion is how to properly measure it and improve an inherently intangible aspect of group interaction, which the New IQ scores help accomplish.

Inclusion Categories	2011	2012	2013
Fair Environment	46%	44%	43%
Open Environment	58%	56%	55%
Cooperative Environment	57%	55%	54%
Supportive Environment	74%	74%	74%
Empowering Environment	60%	59%	56%



Federal Workforce At-a-Glance

Federal Workforce At-a-Glance Diversity Data

Diversity & Inclusion

FEDERAL WORKFORCE AT-A-GLANCE

AGENCY: Government Wide

CATEGORY: Overview

Government Wide Overview

Pursuant to Executive Order 13583 and to the Government-wide Strategic Plan, which was published on November 17, 2011, the OPM Office of Diversity and Inclusion (ODI) developed a D&I Dashboard for agency use in workforce planning and reporting, with information culled from the Federal Employee Viewpoint Survey and the Enterprise Human Resources Integration data sets.

The Diversity and Inclusion (D&I) Dashboard is a government specific tool created to provide agencies with demographic data about hiring, group attrition, employee inclusion perceptions, and overall accountability in regard to D&I efforts. One of the goals of the Diversity and Inclusion (D&I) Dashboard is to provide data that is formatted in such a way that anyone can view it, explore it and readily understand it.



Photo from National Aeronautics and Space Administration

Diversity Categories	2010	2011	2012	2013	2014
Native Hawaiian / Pacific Islander	N/A	N/A	N/A	0.4 %	0.4 %
American Indian / Alaskan Native	1.8 %	1.7 %	1.7 %	1.7 %	1.7 %
Asian	5.6 %	5.6 %	5.8 %	5.5 %	5.6 %
White	66.2 %	65.9 %	65.4 %	65.1 %	64.7 %
Black	17.7 %	17.8 %	17.9 %	18.0 %	18.1 %
More Than One Race	0.7 %	0.8 %	1.0 %	1.1 %	1.2 %
Hispanic	8.0 %	8.1 %	8.2 %	8.3 %	8.4 %
Female	43.9 %	43.6 %	43.5 %	43.4 %	43.2 %
Male	56.1 %	56.4 %	56.5 %	56.6 %	56.8 %
LGBT (EVS Q 96)	N/A	N/A	2.2 %	2.7 %	2.8 %

Disability Categories	2010	2011	2012	2013	2014
All Disabilities	7.07 %	7.41 %	8.00 %	8.62 %	8.99 %
Targeted Disabilities	0.95 %	0.96 %	0.99 %	1.02 %	1.07 %
All Disabilities and 30% or More Veterans	10.21 %	10.97 %	11.89 %	12.80 %	13.56 %

Federal Workforce
At-a-Glance

Hispanic Workforce Representation

AGENCY: Government Wide

CATEGORY: Hispanic

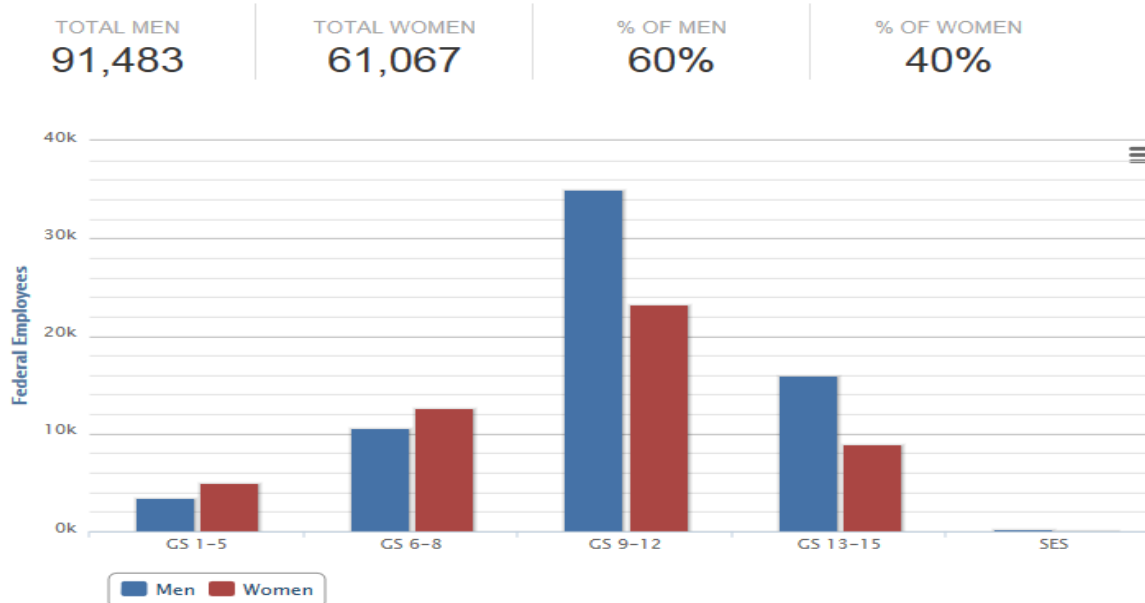
YEAR: 2014

GENDER: All

Government Wide

Hispanic Workforce Representation

The following bar graph shows the selected demographic group's aggregate workforce representation in the federal government by gender and GS grouping: GS 1-5, GS 6-8, GS 9-12, and GS 13-15. Above the chart you will find the total number of men and the total number of women within this demographic category as well as their percentage of representation.

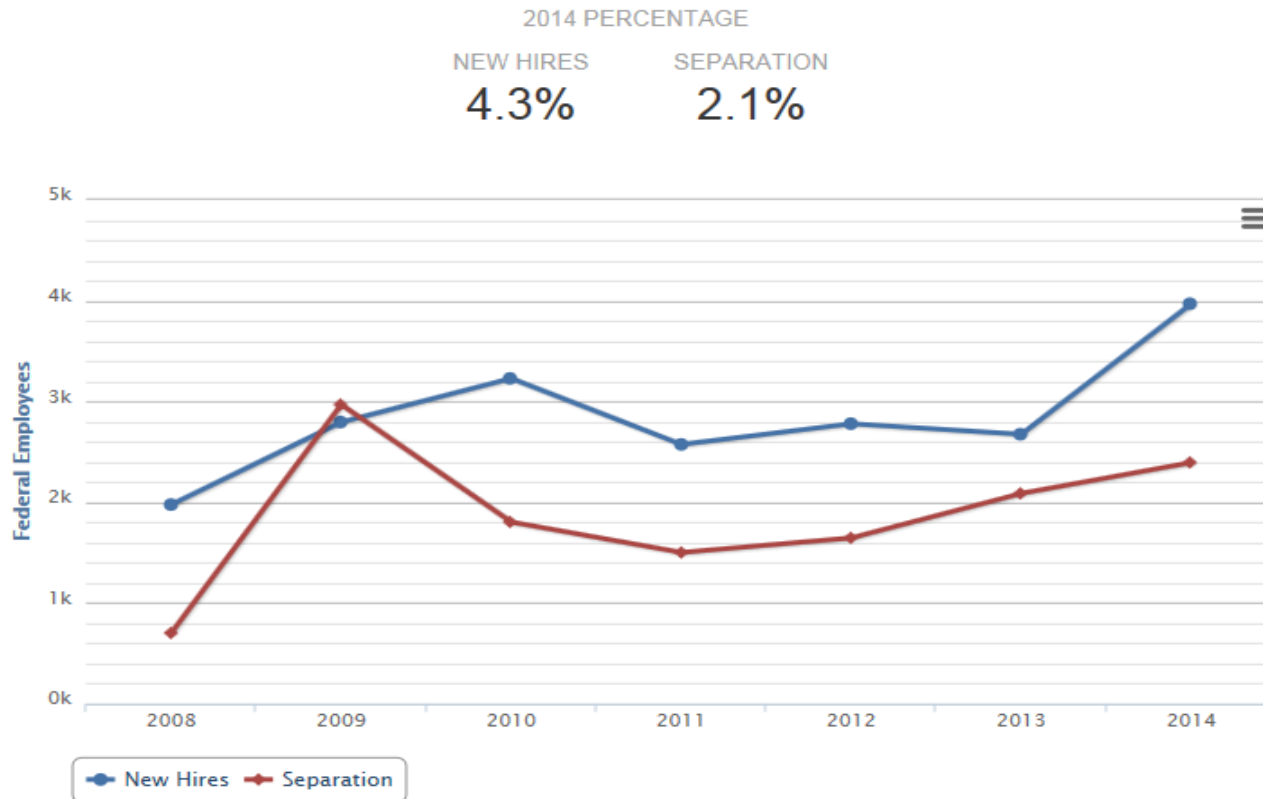


Federal Workforce
At-a-Glance

Hispanic New Hires and Separations

Hispanic New Hire Count vs. Separation Counts

The following line graph shows the selected demographic group's representation of the number of new hires for a given year compared to number of employees separating (i.e., attrition) from the government within a given year.



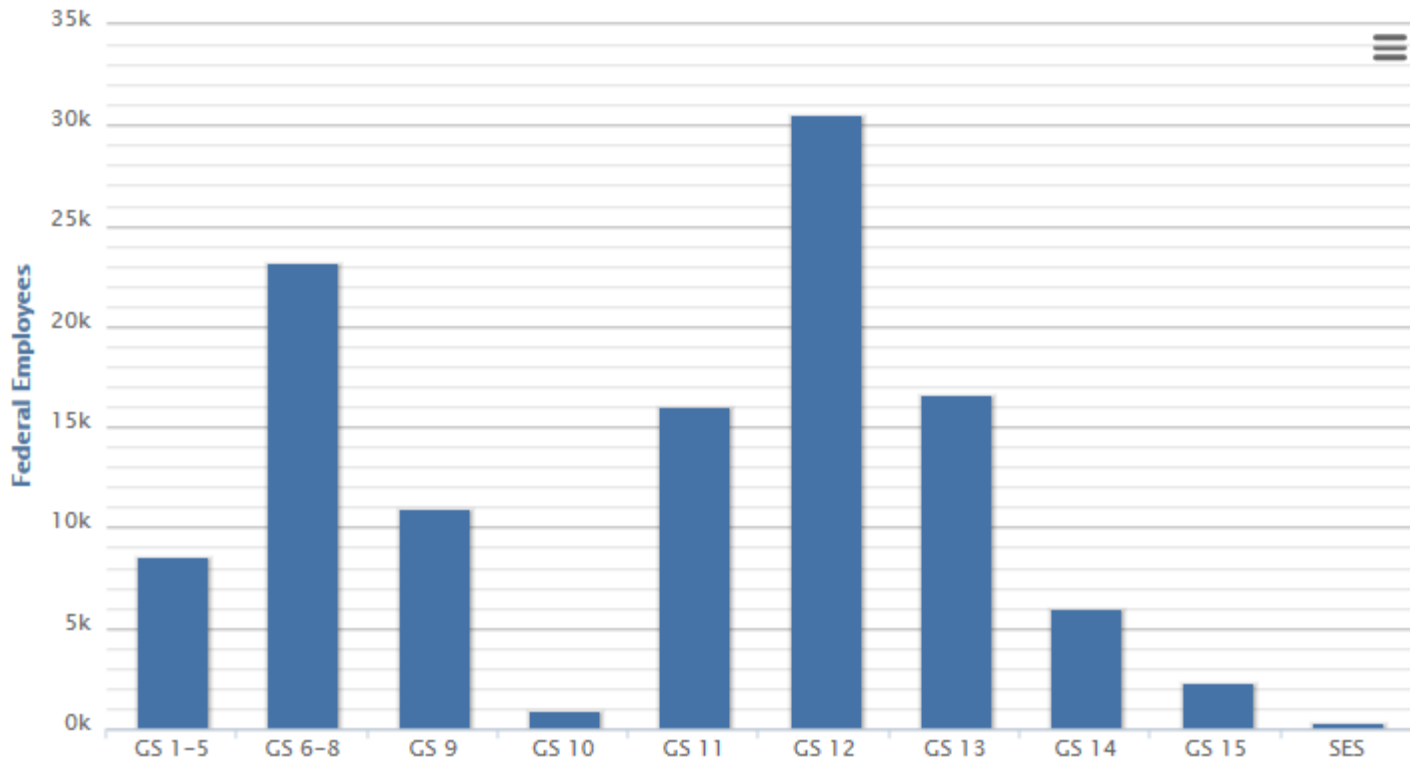


Federal Workforce At-a-Glance

Hispanic GS Level

Workforce Representation Counts by GS Level

The following bar graph shows the selected demographic group's aggregate workforce representation by the following GS grouping: GS 1-5, GS 6-8, GS-9, GS-10, GS-11, GS-12, GS-13, GS-14 and GS-15.

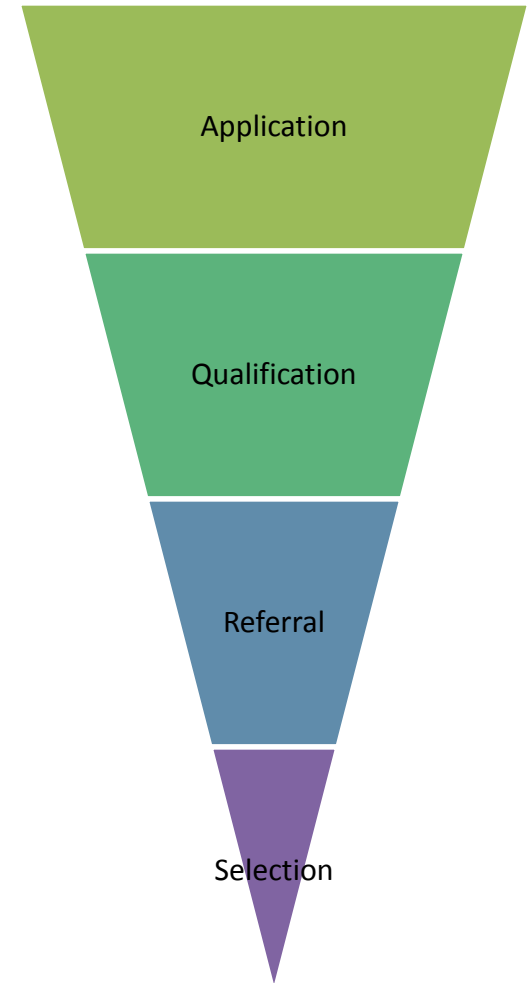




Applicant Flow Data

Applicant Flow Data (AFD)

- In 2009 Executive Order 13583: Establishing a Coordinated Government-Wide Initiative to Promote Diversity which established collecting and analyzing Applicant Flow Data to determine if applicant pools are reflective of the civilian labor force.
- USA Staffing **built an Applicant Flow Data (AFD) reporting capability** by combining **demographic data** collected at USAJOBS with data from each step in the hiring process.
- Applicant Flow Data is **available to agencies** through secure FTP site and Cognos.
- AFD allows agencies to **identify barriers and best practices at each stage in the hiring process**: *application, qualification, referral and selection*.
- USA Staffing and the Office of Diversity and Inclusion host an **interagency Applicant Flow Data Work Group** to share information and best practices.

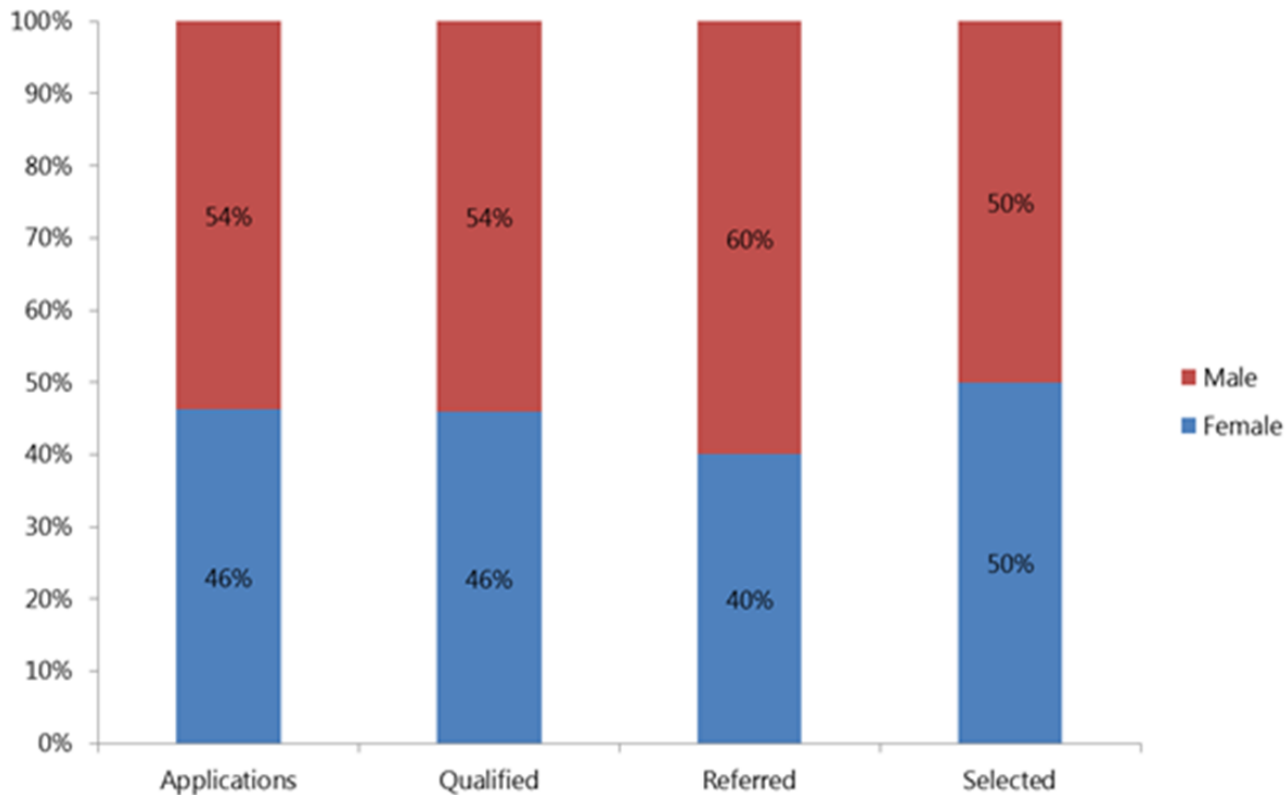




Applicant Flow Data

Sample Agency Applicant Flow Data Analysis

Applicant Flow by Gender for each step of the recruitment process.





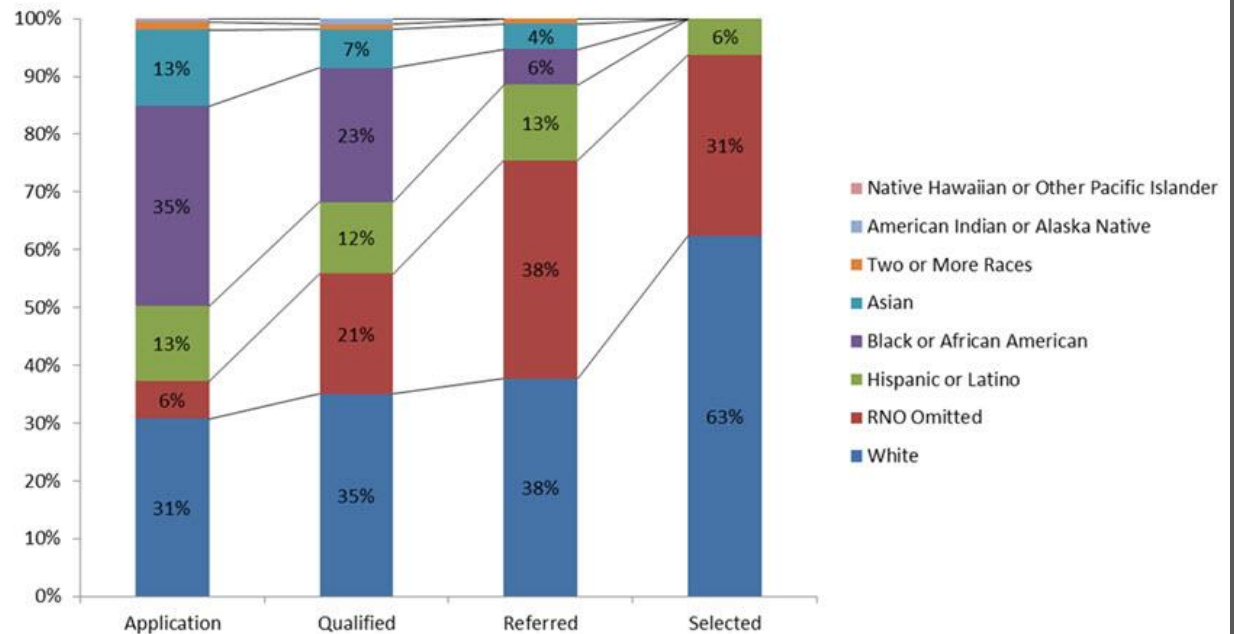
Applicant Flow Data

AFD Summary Reports

Applicant Flow by Sex, Race/Ethnicity, and Veterans Status

	Applied		Qualified		Referred		Selected	
	Count	% of Applied	Count	% of Qualified	Count	% of Referred	Count	% of Selected
Sex								
Male	17,950	38%	13,195	34%	7,978	30%	96	17%
Female	15,454	33%	11,897	31%	5,115	19%	135	23%
Sex Omitted								
Race/Ethnicity								
American Indian or Alaska Native								
Asian								
Black or African American								
Hispanic or Latino								
Native Hawaiian or Other Pacific Islander								
White								
Two or More Races								
Race/Ethnicity Omitted								
Veteran Status								
Veteran Status Claimed								
None Claimed								

Applicant Flow by Race/Ethnicity Categories





USAJOBS Agency
Talent Portal

USAJOBS Agency Talent Portal

Find and Recruit Talent



Measure Recruitment and Hiring Effectiveness





Resume Mining

(Pilot)

Amy will use the Resume Mining tool in USAJOBS to identify potential candidates that match the job criteria.

Create a
Project



Link to JOA
Control #

Search for
resumes



The pool of resumes are
from job seekers who made
his/her resume available

Select resumes
for
communication



Send email to
invite
candidates to
apply to the
job





JOA Analytics - Visitor

(Pilot)

USAJOBS Job Announcement Analytics

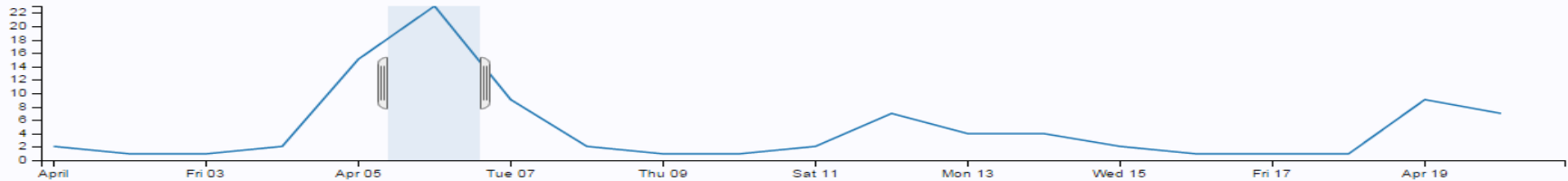
Announcements

All Visitors

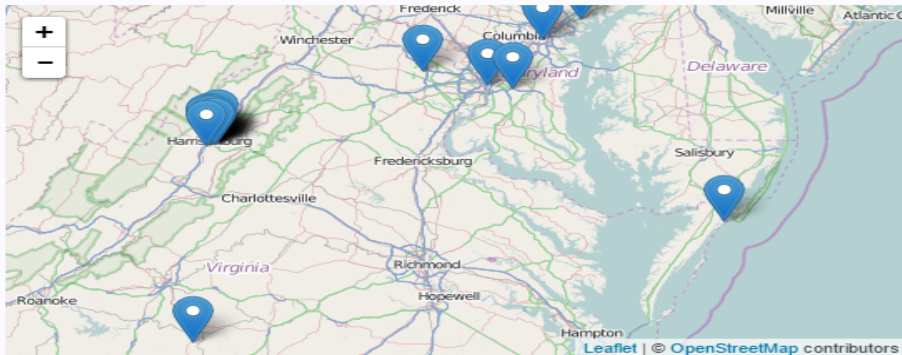
USAJOBS Accounts

All Visitors

Unique Page Views



Visitor Locations



Top Referrals To This Announcement

Referral	Count
usajobs.gov	18
USAJOBS Resume Mining Tool	5
google.com	0
twitter.com	0
linkedin.com	0
facebook.com	0



JOA Analytics – Account Holder

(Pilot)

USAJOBS Job Announcement Analytics Announcements All Visitors **USAJOBS Accounts**

USAJOBS Accounts

Visitors:

50

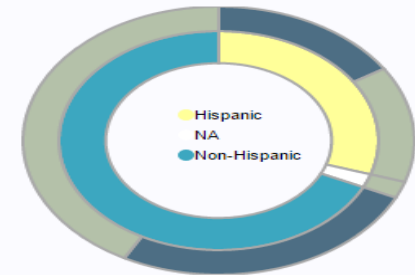
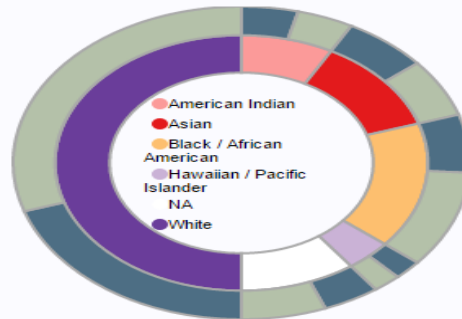
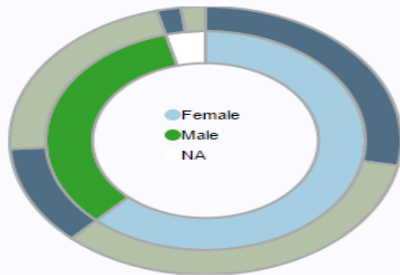
Visited Only:

29

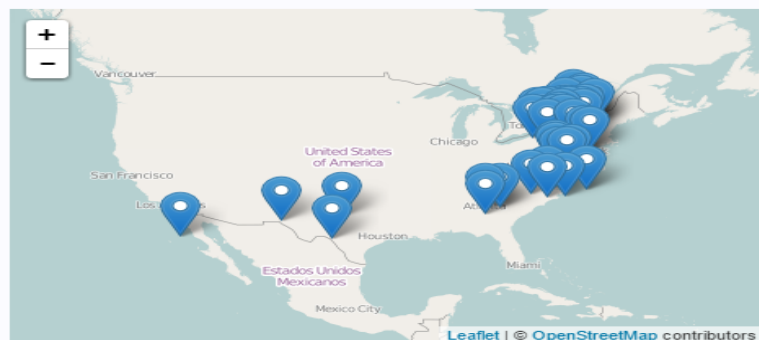
Applied:

21

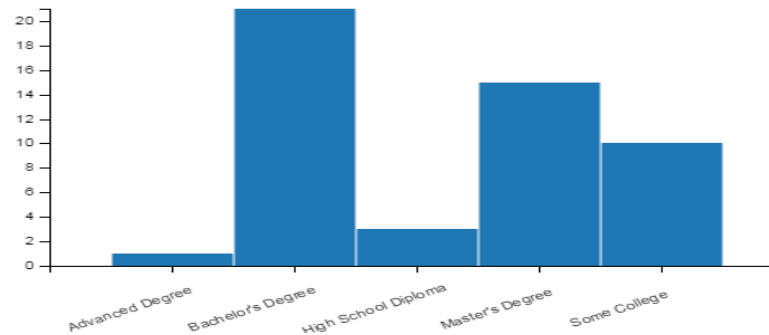
Demographics



Location



Background



- Highest Education Level
- Highest Career Level
- Series
- Highest Grade
- Federal/Non-Federal
- Veteran/Non-Veteran



Vision for Agency Talent Portal

(Pilot)

LEADERSHIP / RECRUITERS / HR PROFESSIONALS / HIRING MANAGERS

Find and Recruit Talent

Recruitment Channels



Data Insights



Resume Mining

Create a Project

Link to JOA
Control #

Search for
resumes or POCs



Select resumes for
communication



Send email to
invite candidates
to apply to the job



Measure Effectiveness

JOA Analytics



Hiring Process Surveys



Career Trends / Talent Research



Agency Talent Portal Access

(Pilot)

- The Agency Talent Portal is currently an Open Pilot. If you want to participate, contact your agency HR representative to request access at Recruiter-Help@usajobs.gov.
- Full rollout expected by January 2017.
- In the meantime, check out our R&D portal: <https://research.test.usajobs.gov>